

FRIDAY

k upon is Twentieth Year of Service to Sierra M

future

SIERRA MADRE NEWS

VOLUME 20, NO. 1

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

FRIDAY, OCTOBER 2, 1925

NEWS WANTADS

One insertion, per
line10c
Two insertions, per
line20c
Third insertion free if
ordered in advance.
Copy limit Thursday at
noon.

Canyon Improvement Controversy to Be Settled Soon, Belief

Indications Point to an Early Start on
Street Work Under First Plan in
Sierra Madre Canyon

Difficulties seemed to grow out of nowhere Thursday night when the board of trustees met as a committee of the whole to talk over the improving of the streets of Sierra Madre Canyon Park. Some found it impossible to improve under the "Improvement Act of 1915," and others found it impossible to improve under the "Act of 1911," but all agreed that it was possible to improve the streets under some act.

At the opening of the discussion, City Attorney Fred Baker was called upon to discuss the legal phases of the situation, and he gave it as his opinion that the canyon bonds would not be available until they were proven legal in a court action and that there was some question as to whether those who claimed the election was not held in a legal manner might prove their point. He stated that he recommended to the board that the method of making the improvements be changed because of the difficulty and another would stop proceedings for at least three years.

Those present protested against the change in the procedure, and an effort had been made to sell the bonds and complete the original plan. The meeting ended with the problem no nearer a solution.

There has been considerable discussion against the method of improving the canyon. It was talked over by the group, and it was improved under what was the Act of 1911, which was the board to create a benefit district and assess the costs against the property on a front footage basis. The other group wanted bonds voted by the district allowing a period of 40 years for payment. Under this method both the land and buildings on it would stand security for the improvements.

History of Proceedings

After considerable investigation by the part of City Engineer Gierlick, it was decided that the bonds should be voted by the district and a number of meetings were held, at which Mr. Gierlick and other city engineers were present and took part in a good many meetings following the incident. The property owners of the canyon protested to the court and the court held that the bonds were valid. No action was taken for several months, until the trustees about the board of directors prepared plans to work under the Act of 1911, which was immediately brought to the voters in the form of a proposition. The situation was understood by Mr. Gierlick, and the plan was still of the pioneer streets should be improved by the bond election. M. Udell, a member of the engineering board, had several well known canyon residents report upon the proposition that could be made to get by doing work under "Act of 1911."

It was claimed, contractors at out, there are a of lots of canyon most no longer to the paying the them. A change mean that able to improve because there tractors to bid. M out by those with the sit-tees would be

City Receives Austrian Gun

The big Krupp gun which was donated to the city by the War department arrived in Sierra Madre the latter part of the week and is now on display in the city park. The cannon corresponds to the United States army 6-inch field piece and appears to be in good condition. It is said to have been in Austrian service during the war and was brought to this country along with other captured German and Austrian guns. The gun was brought to Sierra Madre through the efforts of the local post of the American Legion.

Close Watch For Forest Fires Here

Observations
(By G. B. M.)

Los Angeles authorities proclaim that the "jay walking" ordinance is a success. It certainly is, in reducing the human impediments to motor speeding. But what about the supposed protection of pedestrians between the white lines where there is no policeman on duty? Donald Ashmore thought he would try it out according to regulations, and says: "I put up my hand to signal the driver of an approaching truck. He put up his hand, too, but his thumb was at his nose as he sailed by."

Fortunately for the activities of the Sierra Madre library board, the Masonic lodge, and the Los Angeles office of Heiman, optician, Donald had not banked on the law's protection to the extent of getting into the path of the truck.

SPEAKING OF COPS
Monrovia has a policeman named Lippi. If names were descriptive, as in the old days of the language, Los Angeles would have several of the same name.

**ANOTHER SPLENDID
NEWSPAPER PLANT**
The Monrovia News is just getting settled in a handsome new building. Publisher Howard and his staff are justly entitled to congratulations. The building is as unusual as it is attractive, and is equally well suited to its purpose.

**FINDING LIFE
IN SIERRA MADRE**

Speaking of the Old Settlers' picnic recently, I mentioned W. W. Seaman, one of the original purchasers from N. C. Carter of land in the Sierra Madre tract. He held the property from 1882 until just a few years ago when he sold it to W. J. Lawless for a home site.

One day last week I met Mr. Seaman again and as he introduced me to a friend he said: "I've known Morgridge all my life."

Inasmuch as Mr. Seaman was already a school teacher when he first came to Sierra Madre about the time I was born, I can only explain his remark on the supposition that he never really began to live until he had acquired a home in Sierra Madre!

At any rate, Sierra Madre has never lost its charm for Mr. Seaman. After a day in the city auditor's office I think he would like to head for a home in the foothills. In fact, I would not be surprised to find him hunting a site some of these days.

**HONORING A PROPHET
IN HIS HOME TOWN**

Dr. Muriel Cass of San Antonio is visiting her mother, Mrs. Mary Dranga. She came all the way from Texas where her husband, Lieut. Phil Cass, is stationed to have some dental work done. She supposed she would have to go to Los Angeles for the particular kind and quality of work needed. Instead she found she could get work of superior quality right here in Sierra Madre.

It was not necessary even to go from a "third molar specialist" to a "bi-cuspid extractor" for various steps in the process, as they do in the big city.

Dr. Cass is so delighted with the work of Dr. Tiller that she is inclined to think Sierra Madre people do not realize his value as a community asset. Such excellent professional testimony is worth repeating, even though I may put Dr. Tiller and Dr. Cass under suspicion of doing some unethical advertising.

Gas Tanks Are Being Built Here

Sierra Madre gas consumers will have better pressure this winter than they have enjoyed for some years past, according to officials of the Southern Counties Gas company. Two big pressure tanks are now being installed on East Montecito avenue which will furnish enough gas pressure to insure warm houses during the worst of the winter weather. The tanks will be completed in about six weeks, according to estimates.

The two big tanks are horizontal cylinders, measuring 22 feet in diameter by 120 feet in length. These tanks were decided upon after a protest was filed with the city board of trustees asking that a permit be not granted to the company for the building of a tank 80 feet in height, as was originally planned.

At the time the permit was granted, considerable controversy arose over the location of the tanks. The gas company held that the city had set aside this district for an industrial zone and that they had purchased property in it after reading the ordinance and deciding that it permitted the building of such a structure. They also pointed out that, though this was perhaps not an ideal location, there was no other location in the city which would be more satisfactory.

The tank was ordered by the railway commission after a complaint was filed with the commission by Sierra Madre people asking for better service. After several meetings with the trustees, the gas company changed its plans and arranged to erect two smaller tanks instead of the larger one and everyone seemed satisfied and the permit was granted. This addition will furnish ample pressure for a much larger population than is now being served, it is asserted.

Permits Are Lower Here This Month

Sierra Madre's building permits for the month of September show a decrease of \$300 under the August total. However, the records kept by A. M. Udell, building inspector for the city, show that there was a slight increase in the building of dwellings over the previous month and that the decrease in the total is due to less repairing during September.

Permits for \$25,572 in new dwellings were taken out in September and \$25,500 during August. Repairs during the month amounted to only \$1,500, and \$2,325 was credited to August. This figure is far below that of September, 1924, which was \$44,285. Permits for the month past follow:

Dr. Mary Groth, 144 E. High \$250
Con. Twycross, 123 S. Bald. 250
I. B. Goldberg, 249 W. High. 125
J. Rower, 413 Mariposa. 100
W. J. Hunsaker, E. Grandv 17,222
Mrs. J. Allen, 391 W. Gd. V. 1,650
Andrews & H., 81 W. Cen. 2,000
Thomas Inst., 358 Sycamore 700
Geo. F. Dyer, 163 Grove St. 150
Col. H. Hall, 180 N. Canyon. 400
O. J. Cosper, 217 W. Highland 75
Gilbert & Carlson, Keys tr. 2,500
Gilbert & Carlson, lot 25 do. 2,500
Total \$27,922

Wistaria Tea Room Closed After Today

Mrs. Blanche I. Muskrath, who has been operating the Wistaria Tea room for the past two months, will close her business today.

Mrs. Muskrath says that the crowds are too irregular in Sierra Madre to make such a venture profitable. One day, Mrs. Muskrath said, she had only a handful of patrons and the next day she was forced to turn people away because she could not feed them. This made it impossible to ever arrive at the right quantity of food to prepare to take care of her patronage and consequently reduced the profits of the business.

Committee to Entertain Aid

The executive committee of the Ladies' Aid of the Congregational church will entertain at the home of the president, Mrs. E. E. Bacon, East Alegria street, at 2 o'clock Tuesday, Oct. 6. A most cordial invitation is extended to all members and friends of the organization. Many important plans for the autumn bazaar are to be perfected and some fun and frolic is promised.—(Committee.)

Five Houses Being Built by Hanson

Work of improving the Keys tract, which was purchased a few months ago by the Ole Hanson company, is progressing rapidly, according to Hugo Carlson, secretary of the Ole Hanson Building company. Five houses are now under construction, Mr. Carlson says, and others are planned and will be started in the near future. At the time the land was purchased, Mr. Carlson announced that there would be 75 houses built on this tract before many months.

The curbs are already completed in the new tract and the water mains are being put in this week. The gas company will probably start their work of putting in the gas mains within a few days, which will be closely followed by the street improvements. H. H. Steinberger, well known Sierra Madre contractor, has charge of the construction of the streets, sidewalks and curbs.

MINIATURES TO BE EXHIBITED

Sierra Madre people who visit the Friday Morning club miniature exhibition during the month of October will have the good fortune to see eighteen pictures painted by Miss Ella Shepard Bush, well known Sierra Madre artist. Miss Bush is chairman of the miniature division of the Friday Morning club art section and is chairman of the art department of the Sierra Madre Woman's club. Among the pictures to be exhibited are "The Hostess," which was posed by Mrs. Samuel E. Stork, and a portrait of Mrs. J. A. Osgood.

Money Comes in for Boy Scout District Budget

Several contributions already have been received for Sierra Madre's part of the Boy Scout fund, according to Robert Mitchell, chairman of the local executive committee. Last week's article in the News started the campaign for raising a fund of \$500 which is Sierra Madre's portion of the Pasadena District budget. Following the article a number of contributions came in and a few days later a postal from Mr. Mitchell to a number of his friends who give to such causes brought a number of new contributions. Those who wish to make a contribution to the scout organization may do so by calling or addressing a letter to Mr. Mitchell.

DEDICATION OF CHURCH HELD LAST SUNDAY

A good crowd was present at the dedication services of the Christian Science church which is located at the corner of Hermosa and Highland avenues. Mrs. Blanche Parker, first reader of the local society, had charge of the services. She was assisted by Mrs. Ruth Klough, second reader of the society.

One of the features of the program was a paper prepared and read by Mrs. Caroline Land. This paper gave the history of the local society from the time of its inception several years ago, until the present time when the new church was completed and out of debt. The society does not dedicate a church until it is free from debt, which is the reason given for not having dedicated this church until several years after its erection.

Fine New Church Will Soon Be Completed by Catholics of Sierra Madre

Romanesque Architecture Makes Building
a Wonderfully Attractive Addition
to the Foothill Landscape

The new St. Rita's church, which was started about six months ago, is now nearly completed and is warranting in every way the praise of those who predicted a beautiful edifice when the local Catholic church first started its building enterprise some months ago. Architects are unanimous in pronouncing the new edifice a work of art. Not only is it well suited for church purposes but it is so designed that when viewed from a distance it seems to unite or rather seems to be superimposed upon the landscape surrounding it and the mountains at the north of it.

The architecture is of the Romanesque style with a beautiful spire with the most delicate curves as the principal element of decoration. Topping the spire is a copper dome, which is in itself quite a feat in builders' art. The seating capacity of the church is about 600, the floor measurements being 48 feet by 120 feet.

Within the church is being built a shrine to the patron saint of the church, St. Rita of the Roses. A few years ago, Father Woodcutter, who was at that time head of the church, organized the Society of St. Rita, which soon grew to a membership of 2,000 persons. Several pilgrimages to the shrine of St. Rita have been made in the last few years, at which a large number of members of the Catholic faith were present.

Under the direction of Father Bennet, C. P., the local parish has made a fine growth during the last few years. It has now its own school, with splendid recreational quarters as well as the church edifice. The church has no recreational or educational department, this work being carried on in the school building close by.

DeMolays to Hold Dance in Monrovia

The younger set in Sierra Madre is looking forward to the next dance to be given by the Monrovia chapter, Order of DeMolay, Friday, Oct. 16. A number of the boys of this city are members of the order and are interested in getting a good attendance at the dance, which will be given as a semi-private affair.

The Monrovia chapter recently visited Sierra Madre and conferred the initiatory degree on four Sierra Madre youths. A number of Masons were present at the ceremony and were enthusiastic in their praise for the order. The Sierra Madre boys are within the Monrovia jurisdiction. A number are expected to take the degrees during the coming winter.

Will Observe Advance Night of Eastern Star

"Advance Night" will be observed next Monday at the meeting of the Sierra Madre chapter, order of Eastern Star, according to an announcement made by Mrs. Blanche I. Muskrath, matron of the chapter. Mrs. Mary J. Dickinson will act as matron for the evening and Dr. Gilbert S. Bovard, past patron of the order, will act as patron. Mrs. Pearl Steinberger will be in the chair of the associate matron, Miss Eleanor Bayne will act as conductress and Mrs. Verda Adams will act as associate conductress.

A large number of visitors are expected at this meeting. The list of visitors will include a number of officers of other California chapters and perhaps some grand officers. Mrs. R. M. Finlayson heads a special committee to provide the refreshments which will be served following the regular chapter meeting.

The church was built by W. J. Schlitz and a splendid corps of workmen. The walls are of brick and are covered with a coating of stucco, and the ornamentation work is built of stone.

Put Money In Property Says Realtor

There is nothing like Sierra Madre real estate as an investment, according to W. J. Colligan, manager of the Sierra Madre office of the Frank Meline Company. Mr. Colligan says that the general belief that land is the safest and best possible investment holds doubly good for this locality. Those who know Sierra Madre cannot doubt its value as compared with other localities in Southern California and those who doubt the soundness of real estate investment should read the known financial expert, Mr. Colligan says.

"Get some real estate, and when you have got it, keep it. No body has any conception of the future value of real estate well chosen in the great cities."

Commenting on the above, a writer in the Southwest Realtor says:

The above is from one of Arthur Brisbane's articles as printed in the daily paper, and the author of the statement is none other than S. W. Straus, who is admittedly one of the very best posted men in the whole of these United States, so far as real estate and its prospects are concerned. He has no axe to grind, no real estate to sell, no reason for giving the opinion except such as you would be entirely unable to make or afford, even if we could make it.

Let the thinker have these words of wisdom, consider their source and probable accuracy, then if he has the money, I don't believe there are enough knockers and pessimists to keep him from going out and buying some real estate, such for instance as lots on a main thoroughfare like Western avenue or good high grade residence lots like Belle Mead Tract offers; lots that can be bought for eighteen to twenty-five hundred dollars that the subdivider could not buy the ground for and put in the improvements and sell at any such price, in other words, \$20.00 bills for ten.

Those people who never get anywhere financially point their fingers at the people who do and claim they were lucky because they had courage enough to buy real estate. Practically no large fortune has ever been accumulated without a good percentage of the money coming from real estate investments, whereas it is not luck but just taking advantage of the experience of years, following advice such as Mr. Straus gives.

Reception for Dr. and Mrs. Staff Held Friday

The Men's Community club and the Ladies' Aid society of the Congregational church joined forces Friday night and held a reception for Dr. and Mrs. Staff, the new minister of the church and his wife. The church was well filled with members and friends of the church and a large number of representatives from other churches.

The program included talks by Dr. Elwood P. Lyon, Father Kneeland, and Dr. Staff, and solos by Miss Gertrude Cook, W. C. Sullivan and Mrs. Marjorie Ashmore, accompanied by Mrs. George B. Morgridge. C. W. Jones acted as master of ceremonies. Following the program, refreshments were served in the Sunday school room.

Wistaria Theatre

SIERRA MADRE

87 West Central Phone Green 36
Two Shows Every Night, 7:00 and 8:45; Matinee Sat. 2:30

Friday and Saturday, October 2 and 3—

ZANE GREY'S

Wild Horse Mesa

Jack Holt, Billie Dove, Noah Beery, Douglas Fairbanks, Jr. Seven Reels of action with a notable cast of western players.

Comedy—"GREAT GUNS"

Sunday and Monday, Oct. 4 and 5—

BEBE DANIELS, in

Wild Wild Susan

Rod LaRocque supports Bebe in this, her funniest comedy. If you do not enjoy laughing for an hour do not see this picture.

Comedy—"KING COTTON"

Tuesday and Wednesday, Oct. 6 and 7—2 Days only

No Advance in Prices

The Lost World

Never before have you seen anything like it. The world's most astounding picture. Wallace Beery, Bessie Love, Lewis Stone, Lloyd Hughes. Your opportunity. Take a trip to Wonderland.

Comedy—"THE MERRYMAKERS"

Thursday and Friday, Oct. 8 and 9—

The Trouble With Wives

Florence Vidor, Tom Moore, Esther Ralston, Ford Sterling. An honest and exciting comedy. Any husband can answer? The wife knows positively. We don't dare to give you the answer. You will have to see the picture.

Comedy—"TENDER FEET"

Pasadena Amusements

RAYMOND THEATRE

Evenings 7 and 8:30; Matinees Monday to Friday, 2 o'clock
Saturday and Sunday, 2, 7 and 9

ORPHEUM VAUDEVILLE DAILY WITH FEATURE PICTURES

Entire New Program Every Monday and Friday
Admission 40c & 50c; children 15c; Matinees 30c; children 10c
FREE AUTO PARK

STRAND THEATRE

Colorado Street at Euclid—Daily 1, 3, 5, 7 and 9

Coming Sunday

GLORIA SWANSON, in

"The Coast of Folly"

Last Times Saturday

"The Iron Horse"

FLORENCE THEATRE

Starting Sunday

NORMA SHEARER and LON CHANEY, in

"The Tower of Lies"

Last Times Saturday

"Lightning"

The Play That Broke the World's Record

Pasadena Theatre

Ye Liberty Players

Presenting

"The Nervous Wreck"

With Roscoe Karnes in a part you'll never forget

See Your Local Yard

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Trial Ends With Sing And Party

To prove that Sierra Madre is not far behind some of the beach cities as it might be, the volunteer firemen held a trial in their quarters, Wednesday evening, and ended it with a community sing and a feed. It is true that they did not adjourn to any of the local stages or to a movie lot, but at that they gave evidence that they at least attempted to be abreast with the times.

The alleged culprit was Lee Hibbs, who was charged with driving over the fire hose at 7:05 1/2 o'clock last Friday evening. He was ably represented by George Norris. Chief James Guiggle of Monrovia acted as judge in the trial and Judge Sturgeon of Monrovia acted as attorney for the prosecution. The jury was picked from the volunteer fire department. In reading the law, Judge Guiggle found several passages which had hitherto been undiscovered and in the defense "Attorney" Norris cited a state law which required all obstructions across a road to be lighted with red lanterns.

Following the trial the accused and the accusers joined in the community singing and general party spirit. The ladies of the department served one of their very popular feeds. About 45 members of the department and their friends were present.

BRIEF ITEMS OF INTEREST

G. I. Farman left Friday morning for Imperial valley to spend a few days hunting ducks.

Harry Middaugh left Thursday evening for Mecca to hunt ducks over the week end.

Dale Langley is suffering this week with tonsillitis and is unable to be at his work in the News office and the Wistaria theater.

Miss Marjorie Thomas has accepted a position as teacher in the Southgate Gardens school near Huntington Park.

Newman Essick of Los Angeles came out to attend the reception for Dr. and Mrs. Fred Staff at the Congregational church.

George S. Anderson sustained a severe injury and was taken to the Pasadena hospital as a result of a fall.

Perry Cover of Long Beach was in Sierra Madre Thursday visiting with friends. Mr. Cover formerly lived in Sierra Madre.

Richard Walton Tully has taken a residence at 28 North Lima. Mr. Tully is a well known theatrical producer.

Mrs. F. P. Miller and children left Thursday for a visit with relatives in Michigan. Mrs. Miller was called to the middle west because of the illness of her father.

Father Kneeland, rector of the Church of the Ascension, is occupying the Glen Palmer home, 80 East Laurel.

Mrs. Roy Warden and baby boy returned from the hospital Thursday. Both mother and baby are reported to be doing nicely.

Mrs. Harry Middaugh has withdrawn as a partner in the H. & M. cafe. The cafe will be operated in future by Mr. and Mrs. George Halpin.

Miss Sarah Schwartz has entered the 100-yard dash in the swimming meet to be held in Pasadena Saturday. The meet is to determine the Pacific Coast championship.

Mrs. Frank Merrill is organizing an orchestra which will play Sunday mornings at the Congregational church. Those interested should get in touch with Mrs. Merrill.

Mr. and Mrs. Fred Hooker Jones returned Friday from an extended vacation in Keene, N. H. They drove to Detroit and shipped their car from that point, and traveled the remainder of the way by train.

Mr. and Mrs. D. W. Cardell of San Diego spent the week end in Sierra Madre with Mr. and Mrs. Frank Lovell. Mr. Cardell is a warrant officer on board the mine sweeper, Kingfisher, and was in the party which searched for the lost aviators near the Hawaiian islands.

Tackles Are Chief Worry of Mr. Jones

With the Stanford game looming barely two weeks away, worry is beginning to pucker the brow of Howard Jones, Southern California coach.

Although the Cardinal and Gold "Thundering Herd" established itself as one of the greatest backfields in the country when it rolled up 106 points against Whittier and Caltech in last week's double-header, the weakness of the line caused Coach Jones to shake his head. Both of the tackles looked far more first-string calibre last week, and S. C. supporters look for a Stanford victory on October 17 if these positions are not strengthened by game time.

Al Behrendt and Bill Friend, both inexperienced men, are Jones' leading candidates for the tackles at present. Behrendt is suffering from a bad charley horse, and wasn't able to play his best against Whittier. Friend has failed to fill the shoes vacated by Fay Thomas, but both men are head and shoulders above the rest of the line material fighting for berths. Should either Friend or Behrendt be hurt in the Cardinals game, Jones would not have a single experienced man to call upon.

Saturday's game with Pomona and the tough tussle that the University of Utah promises to give the Trojans on October 10 may work wonders with the Trojan, however. Pomona has given the Trojans a hard fight ever since the schools started playing football, and this year should prove no exception. Jones expects to beat the Sageshens by several touchdowns, but not until after Coach Nixon's crew has put up a spectacular fight.

The first-string Trojan backfield has remained intact through the first two games of the season. Although several of the second team backs out-shone their team-mates, the Trojan coach is still working Morton Kaer at quarterback, Drury and Earle at the halves, and "Honey" Earle at fullback. Howard Elliott is running Kaer a terrific race for the signal calling berth, but the Red Bluff wonder still is out in front by a nose. Manuel Laranetta at half-back and Henry Lefebvre at fullback are yet to be reckoned with, however.

Mr. and Mrs. William Murphy have purchased a new Studebaker sedan and are taking trips to various points of interest in Southern California. Mr. and Mrs. Murphy have had an extremely busy summer at Winter Creek Forest, for beside attending to their camp business they have erected a number of cottages at their camp.

H. J. Simank and son, Victor Simank, were in Sierra Madre Friday evening attending the reception for Dr. and Mrs. Fred Staff at the Congregational church.

Pasadena Troop Visits Member in Sierra Madre

James Denison, Jr., was host to the senior boys of his Scout Troop 8 of Pasadena last Saturday afternoon at his home at 439 Mariposa street, Sierra Madre.

The wild grape vine hung full of big bunches of grapes which itself runs high up in the big Jacaranda tree. Also the walnut tree was just ready to be shaken down and the peach trees were splitting their limbs with the ripe fruit. So Scoutmaster J. Hardin Scott of Troop 8 Pasadena filled three automobiles and brought his troop up to Sierra Madre for a feed. The boys climbed in the trees for fruit and nuts and a picnic supper was spread under the trees in the garden by Mrs. Denison.

All the fixin's as well as plenty of lemonade were served and after some games led by Don Davis senior patrol leader of Troop 8, the scouts returned at a late hour to their homes, loud in their praise of Sierra Madre gardens and orchards.

Among those present were Don Davis, Milton Murray, William Gunn, John and Milton Bunting, John Boyle, James Denison and the juniors of the troop with the scoutmaster, J. Hardin Scott, and Robert Tilandty.

Popularity of Pledges To Return

The most widespread movement ever launched by the women of California, having as its purpose a minimizing of automobile fatalities and less serious accidents, is in full swing today.

Inaugurated by the women's division of the California Development association and sponsored by the Congress of Mothers and Parent-Teacher associations, the State Federation of Women's clubs, the State Federation of Business and Professional Women's clubs, the California Public Safety Conference is functioning after months of careful preparation.

The first move of the conference is statewide dissemination of hundreds of thousands of copies of a pledge which, it is planned, shall be signed by every motor vehicle driver in California before Christmas.

A woman's committee, cooperating with the conference, will attend sessions of every police and justice court in the state where speeders and other traffic violators are brought to bar, and will urge all offenders to sign the pledge before leaving the courtroom.

The document reads: "I solemnly pledge to observe the motor vehicle laws at all times and to operate my automobile with due regard for the safety of motorists and pedestrians to the end that the appalling sacrifice of human life and unnecessary suffering caused by carelessness may be stopped—and the streets and highways of California made safe."

The California Public Safety conference plans to work with and support the National Conference on Street and Highway Safety, operating under the Department of Commerce. The California organization has received the sanction and approval of Secretary Hoover and his promise of cooperation.

The campaign contemplates not only the pledging of every California motorist to drive carefully but also the elimination of highway hazards. To this end, Will H. Marsh, Motor Vehicle Division, has in his office in Sacramento a great map on which removable hazards are being charted. With the cooperation of affiliated organizations, the State Railroad Commission will be petitioned to order subway or overhead crossings where deemed necessary.

GOLDEN SHOW

Shows 7:00 and 8:30 p. m.; Saturday Matinee 2:30
First Show Sunday, 6:00—7:30—9:00 p. m.

Sunday and Monday, October 4 and 5—
LEW CODY and HARRIET HAMMOND, in
Dorothy Glynn's

"Man and Maid"

COMEDY NEWS REEL

Tuesday, October 6—

HIGH CLASS

VAUDEVILLE

On the Screen:

LAURALA PLANTE, in

"The Teaser"

Wednesday and Thursday, October 7 and 8—
RONALI COLMAN and VILMA BANKY, in

"The Dark Angel"

Also a COMEDY

Friday and Saturday, October 9 and 10—

TOM MIX, in

"The last of the Duanees"

COMEDY NOVELTY

Herschedes Hall Clock

Perfect in Mechanism

Beautiful in Design

COME IN AND SEE IT

FRAIBERG & CO.

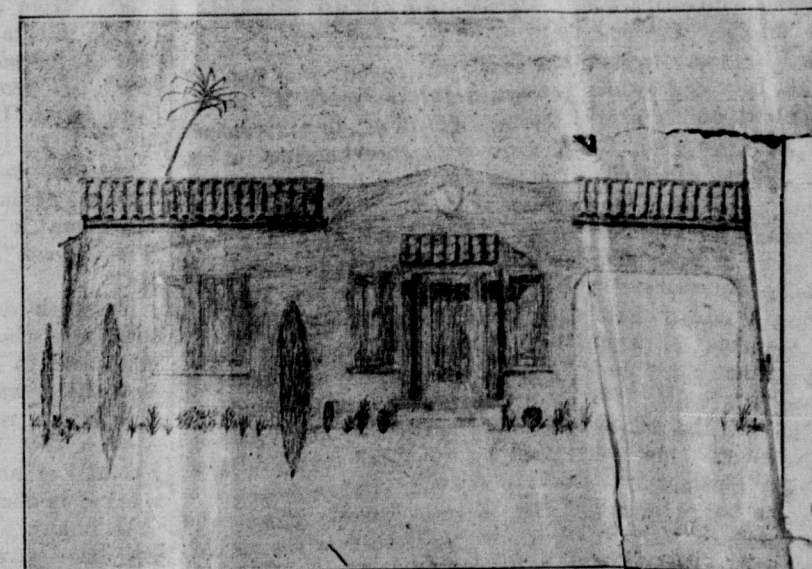
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Read the Wantads

A Beautiful Home in Beautiful Sierra Madre



\$5,250 ON TERMS LIKE RENT

Mr. and Mrs. Rent Payer, here's what it costs to see on paying rent:

Rent at \$30 per month:	Rent at \$50 per month:
10 years \$ 4,745.04	10 years \$ 7,800.00
20 years 13,242.78	20 years 22,710.00
30 years 23,460.88	30 years 46,320.00

(Figured at Compound Interest)

Now, Folks, in all seriousness, think this over. Can you afford to rent a home when you can sell you a new and modern house for the price above on small payment down and balance like rent.

It has two large bedrooms, large living room, breakfast room, kitchen with tiled sink, screen porch, bath room with tiled floor, tiled bath tub and shower; shades and light fixtures; lot 50 ft wide in new restricted subdivision; wonderful view;—all improvements in and paid for; macadam streets; paved.

Honest, Folks, this is a bargain. but come and see for yourself.

Ole Hanson Building Corp.

Tel. Main 232 27 North Baldwin Sierra

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Read the Wantads - Page 7

WE HAVE IT
THE NEW WINTER
RED CROWN



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Woman's Club Notes

On Oct. 7 at 8 p. m. the Woman's club will present John Eugene Harley, A. M., assistant professor of political science, U. S. C. The subject for the evening is "The World Court," and since this is a subject of nation wide civil interest it cannot fail to be of intense interest to Sierra Madre. Mr. Harley was formerly a Carnegie Fellow in international law, Harvard university, also of the League of Nations and the new Int. Law. He is chairman of the committee on information and research of the council of international relations; was a delegate to the conference on international law at Washington, D. C., last spring. He is recognized in Southern California as an authority on international law, and the club presents him assured that he has a message of vital interest and importance for those who desire to know the aims and possibilities of the world court. Mr. K. S. Beam, executive secretary of the council of international relations, will be present and discuss briefly the functions of the council.

On Oct. 14 the Sierra Madre Woman's club will hold its first regular meeting of the season. The federation president is requesting all clubs to commemorate California Jubilee Year in a special program at some time during the year. Sierra Madre club is complying with that request in the first meeting, accenting the jubilee theme in its decorations, music, luncheon and program. The ladies of the reception committee will dress in Spanish costumes and it is hoped that as many members as may will do so. The luncheon is under the direction of Mrs. W. E. Walker and will be served at 12:30 p. m. At this time two chairmen will report from their departments. The luncheon speakers are Mrs. A. S. C. Forbes, whose subject is "Early California History," and Mrs. Harry L. Strah, "The Value of Club Programs." The afternoon program opens with assembly singing at 2:15, followed by "The American's Creed" in concert. The first afternoon speaker is Mrs. Lorbeer, district president, who brings the club a message of greeting. Mrs. Mae Clark as a representative of Mrs. Gillispie, State chairman of Indian welfare, will speak on Indian welfare. Miss Stork, beloved of the club for her unselfish service last year as its president, will greet her friends in a message—"The Outlook." Mrs. Zoe Kincaid Pennington, recently from London and Tokio, formerly associate editor of the London Times, will present as her subject, "Katuki," the democratic stage of Japan. In her talk she will explain its difference from the aristocratic stage, and the doll theater.

The program for Oct. 28 on American Citizenship in the hands of Mrs. H. R. Allen, chairman of the department of American citizenship, promises to be one of the most interesting of the year. Mrs. Allen has given much time and thought to its arrangement and those attending are sure to be happy in the afternoon's entertainment. Mrs. Lyman B. Storky, district chairman of American citizenship, will speak on "American Citizenship Begins at Home." The program for Nov. 11 is arranged in keeping with the date it occupies, the Armistice Day predominating throughout the music, decorations and program. Mr. Richardson D. White is the luncheon speaker on the subject, "Peace."

The club is being congratulated on the success of the barbecue dance. Generously attended, there being about 100 guests, the whole evening was one of rare pleasure. Along the broad promenade from the drive to the pergola under the grass, congenial friends found tables where they might, dine and visit. The club to a member appreciates the patient skill of W. E. Doty, who so generously gave of his talents that all might be well. Mrs. Williams in her gracious hospitality, opened not only her lovely gardens, but her house itself to club and its friends, adding her personal attention to numerous details that went toward the success of the party. After dinner the pergola was cleared of tables, and dancers found themselves urged to "the light fantastic."

The friends of Mrs. George Norris and Mr. Harvey Steinberger urged this ever popular two to give their interpretation of the

"Charleston," which they did with characteristic good humor, much to the delight of all the guests. Sierra Madre may well look forward to the numerous events the Woman's club promises throughout the winter.

Year books will be on sale at the first meeting.

It will greatly oblige Miss Eleanor Bayne if all dues are in before the meeting of Oct. 14.

The dance complimentary to the teachers of the public schools will be on Oct. 30 instead of Nov. 28, as formerly announced.

Reservations for the luncheons may be made through Mrs. J. C. Dickson, up to noon on Mondays preceding the luncheon dates.

Tennis Team Ties Score at Monrovia Meet

The tennis tournament between the Monrovia team and the Sierra Madre team ended in a draw, one pair of the local four being defeated by Monrovia, and the other locals defeating the team representing the gem city. Dr. Ralston and Smith were defeated by Harvey and Waterman in the first match by a score of 6-2, 6-0, 6-4.

In the second match Smith and Basten for Sierra Madre defeated Jacobson of Monrovia by a score of 6-3, 10-8, 7-5, a score which shows every game to be hard fought.

The first, according to local players, found them entirely unprepared for the Monrovia style of playing, but the new combination of Smith and Basten soon got the trick under control and the games were played for the remainder of the afternoon on a basis of skill alone. The Monrovia team has been playing together for two years and the local men feel somewhat proud of their record. Another game will be played soon in Sierra Madre, the last one being played in Monrovia.

Auxiliary to Open Season

The Legion Auxiliary has resumed its regular meetings, the second and fourth Thursdays of each month. Mrs. H. H. Steinberger goes once a month to the Soldiers' Home at Sawtelle, to take fruits, jams, jellies, cakes, magazines, soaps and other things which have been given.

Money is very acceptable, especially with Thanksgiving and Christmas drawing near. Any one wishing to give any of the foregoing mentioned articles may do so by getting in touch with Mrs. H. H. Steinberger or Mrs. Harold Roberts.

The Modern Priscillas will hold their annual meeting at the home of Mrs. Harold E. Allen, 139 Bonita avenue, on Oct. 8, at 2:30 promptly. The election of officers will take place, so a large attendance is desirable. The business meeting will be followed by a musical program and informal talks from summer travels.

Mr. and Mrs. Fred Hooker Jones returned on Saturday after a visit of several months with relatives at Keene, N. H. Upon their return they shipped their car to Chicago and drove from Chicago to California.

Father Bennet, who has been ill in a hospital in Long Beach for some time, was able to return to his home the latter part of the week and is now able to be about again.

Mrs. Fred Griebenow, who has been in the Pasadena hospital for several days following an operation, was able to return to her home Tuesday.

Dr. Gilbert S. Bovard attended several sessions of the Los Angeles county health officers convention at Long Beach this week.

Mr. and Mrs. G. I. Farman have purchased a new Buick sedan.

CARD OF THANKS

We, the undersigned, wish to tender our sincere thanks to all those who so kindly called to express sympathy, or sent letters of condolence and flowers, in the recent sad death of Anthony J. Heimes, 299 N. Adams St., Sierra Madre.

MAY J. HEIMES.
SISTER M. AQUIN.
GERTRUDE EADS.

Read the Wantads on Page 7.

Wistaria to Show Four Big Pictures

"Wild Horse Mesa," by Zane Grey is something new, according to Manager Billy Wall, who will show the picture Friday and Saturday, Oct. 2 and 3, at the Wistaria. The picture is virile and spirited and gives such stars as Jack Holt, Noah Beery, Billy Dove, and Douglas Fairbanks, Jr. a fine opportunity to show their best.

"Wild, Wild Susan," a Paramount comedy romance starring Bebe Daniels, with Rod La Rocque featured in support, which will open at the Wistaria theater on Sunday, Oct. 4, is something worthy of the closest attention. The story concerns a New York society girl who kicks over the traces and turns detective for adventure. Does she find it? You can just bet your life she does! It's Bebe's best picture to date. Edward Sutherland directed the production a screen version of Stewart Emery's Liberty magazine story, "The Wild, Wild Child."

The world's first newspaper goes to press in "The Lost World" the sensational film feature, coming to the Wistaria theater Oct. 6 and 7. In this film prehistoric monsters of millions of years ago come to life on the picture screen. Bull Montana, playing the part of king of the ape-man tribe, kills a dinosaur yearling weighing about 50,000 pounds. Bull is proud of his exploit, and proceeds to tell the world about it—by means of crude sculpturing on the wall of his cave.

Esther Ralston nearly realized her ambition to appear on the screen in a vampire role during the filming of "The Trouble With Wives," in which Paramount offers one solution to the problem. "You're to play the part of Dagmar," Director Malcolm St. Clair told Miss Ralston when he handed her a copy of the scenario. Reading it at home that night she became more elated with the turning of each page but in the last twenty pages disappointment descended upon her for she found that in the story Dagmar proves to be not a real vampire, but merely suspected of being one by Florence Vidor, who not until almost too late discovers that her suspicions are wrong. Esther Ralston shares featured honors in "The Trouble with Wives" at the Wistaria theater Thursday and Friday, Oct. 8 and 9, with Miss Vidor, Tom Moore and Ford Sterling.

DOCTOR OPENS OFFICE HERE

Dr. R. O. Humphrey is opening an office at 71 North Baldwin avenue, where he will give chiropractic adjustments. He is a graduate of the Palmer Chiropractic School, which is the oldest and largest college of its kind in the world. His office is supplied with the latest equipment for giving treatments. Beside being available during the day, Dr. Humphrey will have office hours from six to eight o'clock three evenings a week. People are encouraged to call on him for a consultation.

Mr. and Mrs. Harry Buckingham spent Sunday with Pasadena friends picnicking at Wheeler Hot Springs.

PLANT NOW

MASTODON
Pansy Plants

GROWN from the finest seed we can obtain. Flowers very large and new and unusual colors. You will enjoy having a bed of these superb pansy plants.

Plant out now—you will have bloom all fall and winter.

PRICES:

40c per dozen
\$3.00 per 100

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Friday, Oct. 2

Mrs. Hall of the Nightingale Silk Hosiery Mill will be at our all day Friday. Let her show you what a wonderful Silk Hose a dollar will buy.

30 Different Shades to Choose from
Every pair fully guaranteed

\$1.00 pr.

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\$4.45 sellers.....\$3.45

Boys' Munson last Shoes,
\$4.25 sellers.....\$3.25

Youths' Munson last
Shoes, \$3.95 sellers...\$2.95

Boys' Dress Shoes, regular
\$4.45 sellers.....\$3.45

Youths' Dress Shoes, regular
\$3.95 sellers.....\$2.95

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A girl less cost. 3 for

17

FORE

GROCE

News Editorial Page

SIERRA MADRE NEWS
SIERRA MADRE, CALIFORNIA

Published by the
SIERRA MADRE PRESS, INC.
Telephone Black 42
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GEORGE B. MORGRIDGE,
Managing Editor

Second Class Matter at the post
office at Sierra Madre, California, under
the Act of March 3, 1879

Member of
Southern California Editorial Association
National Editorial Association

RENAISSANCE

THE world stands out on either side
No wider than the heart is wide;
Above the world is stretched the sky,
No higher than the heart is high.
The heart can push the sea and land
Farther away on either hand.

In split the sky in two
The face of God shine through.
And West will pinch the heart
Not keep them pushed apart;
Those soul is flat—the sky
him by and by.

Florence Vincent Millay
THE 20TH YEAR

CLOTHES being appropriate for
today celebrations, the News begins
somewhat different garb
ing most of its life.

the page are used in
width is the same
adopted by practically all
pers. Weeklies are beginning to
it and within a few years it will
be universal as the old column
was when it was adopted for this
The seven columns make the page
wider than before.

ple thing of changing the width
of columns to the page is of
ortance than may at first appear
It involves a considerable
labor to make the change. Every
pe in the paper had to be reset,
standing ads, to conform to the
measure. Much of the material
ie make-up of the paper had to be
w lengths.

ers of the News will find the new
es for a more attractive and read-
er. The News already has an en-
putation among printers and news-
k for good typography and press
the new form will permit even bet-
ographical treatment and make for a
eneral appearance.

re arrangement of individual pages
nit more consistent classification of
ter. More regular attention will be
ious departments under appropr-
ings.

editorial page will be made a regu-
are once more, after being crowded
r some time, largely by mechanical
tions. The right will be reserved to
anybody and anything, but always
aring in mind the modern beautyde:
ssed is the man that taketh himself too
usly, for he shall cause much amuse-
"Observations" will be continued as
page feature, being somewhat more
ual and informal in character.

To advertisers the change in form will
portant chiefly by reason of increase
reader interest." Please arrangement
es hand in hand with attractive subject
atter to compel the interest of readers.
lvertising authorities the country over ad-
t that no other medium approaches the
me town paper in degree of "reader in-
rest," the factor which determines the ad-
ing value of any medium.

change is part of a consistent pol-
to Sierra Madre the very best
ustified by the support which
ly expected. The advance
st, in confident expectation
which it deserves will be
scraps
Shingle.

THE L.

Main 23
E've had a par-
o well to go to
ould not have
g sympathy

Read the

ght to de-
alty to the
icago News.

TOWNS WHERE NOTHING HAPPENS

DO YOU know where Spillville, Iowa, is?
In 20 years of life in Iowa and two
years as state news editor of a leading
Iowa daily, Spillville never came to notice
sufficiently to make an impression on the
memory. But a recent newspaper story says
Antonin Dvorak composed his New World
Symphony in Spillville!

It does not require much imagination
to picture the kind of place Spillville is.
The middle west is full of towns of the
kind. Doubtless the young people complain
that nothing ever happens there—that they
can have no chance in the world unless
they can get away from Spillville.

Sierra Madre has its share of those
restless, dissatisfied folk. They find nobody
of interest and nothing to do. They pine
to get away where there is "something
doing" and Opportunity. They suffer from
a disease which has varying degrees of in-
tensity. Some of them may get to Los
Angeles—and then imagine they can't do
anything worth while unless they get to
New York or Paris.

But Dvorak wrote the New World Sym-
phony in Spillville, Iowa. It has a thrill that
years of hearing only intensifies. Isn't it
a reminder that it is only the mind that
counts? Mere things and places are of
relatively little importance, for enjoyment
or achievement.

MORE TO THINK ABOUT

William Allen White, one of America's
foremost editorial writers, has this to say
of the modern metropolitan newspaper:

"Take a look at the first page—even
the best of papers—and what do you
find? Sex crime and piffle. That's
the whole of it. Apparently the news-
paper-reading American public is com-
posed of a lot of cheap, idle-minded
morons. Serious questions are puzzling
the world. Great events are stirring
in a dozen centers of news. In Ameri-
ca we are going into a new era. We
are mapping out new courses of action
in business, politics and religion. The
world is full of big things, happening
quite outside of the newspapers, which
either ignore the big things or mis-
understand them. Instead, they smear
sex crime or piffle over the newspapers,
and write inane editorials about nothing
in particular. All because the people
want this sort of daily pabulum. The
newspapers are creating the demand,
educating the morons, and then feed-
ing them intellectual swill. Cheap,
cheap, cheap! How long, O Lord, how
long?"

How long? Just as long as the public
will buy these newspapers and make them
profitable. There are hopeful signs, even
among the Los Angeles dailies.

Furthermore, the metropolitan publishers
seem to have a different estimate of the
mentality of their city and country readers.
The kind of first page Mr. White complains
about is the kind that goes on the city edi-
tions. The country editions of the same
papers often seem to give their readers
credit for normal tastes and intelligence.

TRY AND GET US!

Monrovia and Arcadia real estate men are
reported to have had a pleasant evening re-
cently, discussing a union of the two cities.
Fine idea. They have much in common. It
is said Sierra Madre was also mentioned as
a possible member of the union. Not so
fine. They are on the wrong side of the
Raymond dike, which retains Sierra Madre's
underground water supply. Sierra Madre
is an overlying owner of this water. When
the time comes for union with any other
community, it will be logical to tie up with
territory which has a common interest in
the same water supply.

Uncle Sam is overlooking his best bet
in connection with those European debt
agreements. If he wants to make them
holeproof and bombproof he ought to have
the papers drawn up by the sharks who
frame these automobile purchase contracts.

WHEN THE FROST IS ON THE PUMPKIN

Soon the frost will hit the pumpkin
And of pie we will partake,
But 'tis awful hard to find the kind
That mother used to make.
For mother's pies were brown and thick,
Store pies are pale and flat,
And though you call for pumpkin
You may get squash at that!
—Brooklyn Standard Union.

What Other
Editors Say

GREAT JOURNALIST'S RECORD

Puente Journal: Victor F. Law-
son, great American publisher and
dean of metropolitan journalism,
who recently died in Chicago, was
a powerful leader in his chosen
profession. We might say that
his influence was along the line
of clean, constructive newspaper
publishing.

Editor Lawson clung unflinch-
ly to certain beliefs, but was un-
equivocally against the theory
that a newspaper must be a town
gossip, and shouter of morbid
sensationalism, in order to suc-
ceed, nor did he change, to the
extent of believing that the chief
end of a newspaper is to be "in-
teresting" regardless of whether
it was reliable or decent.
He left a great fortune.

A STORM IN THE OFFING

Lamanda Park Herald: Cali-
fornia seems to be shaping up
for another old time family scrap
in the republican ranks, and this
time Hiram Johnson will be an in-
terested spectator on the side
lines. Senator Shortridge is out
for re-election to succeed him-
self as United States senator. Con-
gressman Walter F. Lineberger
is in the ring for the place. Now
comes Chester H. Rowell of Fres-
no, who also feels that he is big
enough for the job. Rowell has
been a leader in party circles with
quite a following, but he got off
the Johnson wing for a while, and
now he seems to have wandered
back and wants to be regular
again, with a big fat job. Rowell
is probably the ablest one of the
bunch.

REWARDED AT LAST

Claremont Courier: Women of
Pomona College are firm believers
in the theory that if you wish
long enough and hard enough for
anything, you will get it.
This year, for the first time,
in the history of the institution,
there are more men than women
enrolled.

TIMES ARE DIFFERENT

W. E. Westland in Upland News:
A lot of folks who have been
driving automobiles for ten or
fifteen years have tired of the
sport and even the old-time hobo
has gone back to the rails for his
pastime. Traffic on Southern Cal-
ifornia roads has so developed that
a pedestrian is in constant danger
of being run down and the life
of the hobo proved so strenuous
that the old-timers have gone
back to the steam rail lines,
where it is quiet and peaceful.

Along with the younger genera-
tion of men tramps, and others

CARPENTER IS
KEEPING EYE
ON FOOTBALL

E. H. Carpenter of Los Angeles
was in Sierra Madre Monday look-
after business interests. His poul-
try business has been keeping
him too busy for golf this sum-
mer, but there are indications that
he will be taking some of his
time off this fall to keep in touch
with football developments. As
an old time Iowa rooster, he is
keenly interested in Coach How-
ard Jones at U. S. C. He is look-
ing forward to the U. S. C.-Iowa
game this fall like a small boy
looking at a plate of turkey.

Mr. Carpenter was accompanied
by George B. Hull, who will be
remembered by many people as
having spent a winter here re-
cently. Mr. Hull is now associat-
ed with Leeds and Barnard, con-
sulting engineers, and has been
spending much of his time in
Mexico in connection with big
land developments. He prophe-
sies tremendous activity along the
west coast with the stabilizing of
political conditions.

STATE PICNICS

West Virginia all day, Satur-
day, Oct. 10, in Sycamore Grove
Park.

New York State all day Satur-
day, Oct. 10, in Sycamore Grove
Park, Los Angeles.

Humboldt County get-together
picnic to be held at Brookside
park, Pasadena, Sunday, Oct. 4.
Sycamore pergola, sections 1 and 2.
Bring basket lunch. For further
information inquire Mrs. A. M.
Hamilton, 222 West Villa St.

who are looking for work, new
varieties of ride moochers are be-
ing developed. A man recently
went out to find a job and took
his wife, a baby and two boys
with him. He lived in San Pedro
and made the entire trip from the
beach city to San Bernardino and
return in three days without a
cent of cost for transportation, as
motorists always gave the family
a ride when they saw the mother
tramping along the road with the
baby in her arms.

Along with other knights of the
road are a few women, most of
them incompetent, who are out of
work and who have found that
drivers of automobiles will give
them a ride and they can thus
save the car or bus hire from one
town to another while in search of
work.

As times advance things change,
and so each year a new variety of
people is developed and when it
comes to moochers we always
have a full 57 varieties.

FIRE

Prevention Week
IS COMING

BUT

FIRE PROTECTION
Week Is Every Week
in the Year

Let us insure your prop-
erty against fire in one
of our reliable companies

SERVICE AND
RELIABILITY

Andrews & Hawks

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NOTARY PUBLIC

Exchange 2

WEST CENTRAL

NORRIS
ESTABLISHED
1887

FIRST ANNUAL

**1 Dollar
Week**

Oct. 4th to 10th
Red Hot Values

Glance over the items in this adver-
tisement and see how wide a range of
merchandise our Dollar Sale covers
These Are Just a Few of
our Dollar Week Specials

Come and see what you can buy for
\$1.00 right here in Sierra Madre.

New Specials Every Day

\$1.75 Aluminum Dishpan for \$1.00
\$1.25 Extra Fine Broom \$1.00
75c Broom 2 for \$1.00

\$1.00 KLEENOIL MOP
50c KLEENOIL POLISH Both for \$1

85c Japanese Blue and White Tablecloth
6 Japanese Blue and White Napkins, all for \$1

6 Japanese Blue and White
TEACUPS AND SAUCERS \$1

2 Strings BEADS 5c to 75c \$1.00
4 HUCK TOWELS 35c value \$1.00

\$1.25 TURKISH BATH TOWELS 24x45 \$1.00
75c Turkish Bath Towels, 22x45 2 for \$1.00
4 Novelty Turkish Bath Towels, regular 35c \$1.00

\$1.45 Rag Rug 17x54 \$1.00

Self-Filling Fountain Gold Plate Pen
Bankers Oversize Red Lacquer Barrel \$1

50c Prophylactic TOOTH BRUSH; 25c Col-
gate Tooth Paste; 5c Palm Olive Shav-
ing Cream; 25c Marcelle Talcum Powder
ALL FOR \$1

\$1.00 Marcelle Lilac Vegetal; 35c Marcelle
Shaving Cream Both for \$1

35c Galvanized Pail; 25c Mop Stick; 25c Mop
10c pkg. Washing Powder; 2 Sunbrite
25c Scrub Brush All for \$1

35c Galvanized Pail; 2 Ivory Soap 20c; 7
White King Soap 35c; 1 pkg. Chipso 30c;
1 Ivory Soap Flakes 10c; 2 Guest Ivory
Soap 10c ALL FOR \$1

5 cans Fame Corn, regular 25c \$1.00
5 cans Cobb's Sifted Peas \$1.00
5 cans Red Salmon, medium size \$1.00
10 cans Norwegian Sardines in Olive Oil \$1.00
3 cans Easter Bartlett Peas No. 2 1/2 \$1.00
4 cans Seal Brand Peaches, No. 2 1/2 \$1.00
5 cans Dixie Brand Peas, No. 2 1/2 \$1.00

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DEPARTMENT STORE

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331 West Central

WARD'S NEW ORANGE-PINEAPPLE MARMALADE

ALSO

Grape Fruit, Lemon, Cumquat and
Bitter Orange

TRY A JAR OF THE BEST
Made in Sierra Madre
Sold Everywhere
TWO DELIVERIES DAILY

WELSHER'S STORE and Central Market

Telephones Main 6—Main 97
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Cleaned and Pressed
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H. E. ALLEN

HELLO FOLKS!

I am opening a chiropractic office at
71 North Baldwin Ave. Come in for a
visit or consultation—they are both
free. I have the best chiropractic
equipment it is possible to obtain and
am a graduate of the oldest and largest
chiropractic school in the world.
I plan to give honest and conscientious
service and if I think I can do
no good for you I shall tell you.

Let's Get Acquainted.

Dr. R. O. Humphrey

Palmer Graduate Chiropractor
71 North Baldwin Ave.

Eastern Star Fashion Show Coming Soon

Executive headquarters have been opened at 1010 South Hill street, Los Angeles, when the ticket sale campaign will be conducted for the mammoth fashion show and home exposition, to be staged by members of the Eastern Star in Southern California, Oct. 5 to 10, inclusive, in the Ambassador auditorium.

The success of the exposition is assured by the co-operation of 28,000 members of the Eastern Star in the Southland, who have joined forces to raise funds to pay off the mortgage on the Eastern Star Home in Pasadena. The indebtedness must be paid off at once if the home is to remain in the southern part of the state.

The active supervision of the exposition is in charge of Mrs. Maude Delzell Bradley as director-in-chief. The executive committee for the affair in addition to Mrs. Bradley includes Zella Whitford Samson, the worthy grand matron, State of California; Russell Bresee La Fontaine, worthy grand patron, State of California; Connie V. Adair, president 1925 Matrons' Association of Southern California; Edwin Palmer Lant, president 1925 Patrons' Association of Southern California; and H. Y. Gibson, chairman board of directors, Eastern Star Home.

"Our far-reaching ramifications make it possible for us to obtain artists of the screen, stage musical and circus world, who are in sympathy with our cause that will assure an exposition with an entertainment value far in excess of the price asked for admission," said Mrs. Bradley. "We plan to derive our revenue from the sale of tickets and there will be no solicitation of subscriptions or souvenir programs. We feel confident that with an organization of 28,000 women uniting their efforts, we will stage an exposition that will make history in Los Angeles."

SALES MADE LONG AFTER AD IS RUN

Does it pay to advertise? Listen to this!

The Spirella manufacturers thought it did not pay to advertise and for years it was against their policy. This fall they began advertising in one of the national magazines.

Down in San Gabriel a woman read the ad and wrote the Spirella factory to ask where she could buy Spirella products. They wrote her, naming a representative in Alameda, California!

The San Gabriel woman happened to have a friend in Sierra Madre to whom she told the story. It was a good joke on the eastern ignorance of the size of California.

The Sierra Madre friend happened to remember that last spring Miss Eleanor Bayne carried an ad in the News for Spirella products. She told about her friend to Miss Bayne, who had just received samples of the newest models, and underwear and hosiery have been added to the Spirella line of whatever it is that takes the place of corsets. She went to San Gabriel and made a splendid sale.

Yes, advertising pays.

Wants The News For the Facts

F. W. Schalos, who resides on Sturtevant road, came into the News office this week and said he wanted to take the paper regularly. He has been buying single copies from time to time, and is very much interested in the outcome of the Canyon Park street improvement project. He favors proceeding under the original plan because he sold a piece of property on the representation that the buyer would have 40 years to pay off the lien. Mr. Schalos said:

"I want to get your paper right along, so I won't miss anything about this road business, for I know whatever you print about it will be straight."

A. Brumley See and his mother, Mrs. Lucy See, have taken a house at 146 Auburn avenue for the winter. They have spent the past year in Tucson, Ariz., but formerly resided in Kentucky.

William Miller, who has been ill for several months, was taken to Balboa on Sunday, where he will spend a few weeks.

From the Old News Files

TWENTY YEARS AGO

S. R. G. Twycross has sold a lot on the J. F. Hook tract for R. A. Kimball.

Dr. Hatfield is improving his residence on Laurel and Baldwin avenues.

The small building between the drug store and Russell's corner is to give place to modern business.

Mrs. Maggie Steinberger has sold a large lot at the corner of Sunset and Mariposa.

Mrs. Williamson and Miss Lockwood have turned from visits to La Jolla, Coronado and Catalina island.

The wires of the Edison company are now all nearly up and in a few days we will have electric lights.

The new residence of F. A. Parker has been completed.

Rev. James M. Campbell and wife and Mrs. George Humphries are attending a meeting of the Congregational state association at Claremont.

The addition to the residence of Mrs. G. B. Eddie was finished last week.

The enrollment in the public school has passed the 100 mark and is still increasing.

Mr. F. B. Seeley will come here to live in a few days and will build a home on the corner of Laurel and Merrill drive.

TEN YEARS AGO

The annual report of the city auditor shows the city expenditures for the past year to have been \$43,427.55.

G. L. Kelly and J. N. Hawks have been appointed as a committee to organize a band for the Merchants' association.

The hearing on the "Burro Case" came up in Judge Wellborn's court in Los Angeles Monday.

Mr. and Mrs. Convers L. Twycross returned on Tuesday from San Francisco where they have been attending the fair.

Misses Jessie, Marguerite and Beatrice Ward left Saturday for San Francisco to spend a week at the exposition.

J. P. Vosberg has just finished packing two cars of table grapes for the P. J. Cuccia fruit company of Los Angeles.

Mrs. N. W. Tarr is spending a few days in Bakersfield.

Mr. and Mrs. W. P. Caley returned from Santa Monica on Wednesday.

Mrs. Louis Dietz returned from Ocean Park today after a month's vacation.

Rev. and Mrs. Fred Staff were among those attending the Wisconsin picnic Saturday.

Passes Away at His Home Here

Morris Alexander, 44 years old, died Sunday at his home, 155 San Gabriel court, after an illness of several months. Mr. Alexander was a native of Russia and came to Sierra Madre about 18 months ago from New York. He is survived by a widow and one son. The remains were shipped to New York for burial.

Mr. Alexander was formerly a wholesale jeweler in the east. Upon coming to Sierra Madre he soon developed great faith in the city and acquired business property. He erected the store building at 38 and 40 North Baldwin and had planned other investments.

Marinello Shop Opened in Aztec

The Approved Marinello Shoppe, of Monrovia, is running among the classified ads in this paper, each week, their Monday and Tuesday specials. This Shop is a beauty parlor that was opened recently in the Aztec Hotel by Mrs. Beile Cline, the manager. The operators are all experts, and the equipment is modern. In another advertisement in the News is an itemized list of the different kinds of work done. Mrs. Cline announces that she has procured the hotel parlor as a reception room, and that women may feel free to meet their friends there, without obligating themselves in any way.

Charles Brooks, for many years a resident of Sierra Madre but now of Pasadena, is now connected with the Dotten-Van Houten Company, real estate brokers, according to an announcement received by the News. The address of the new firm is 30 N. Los Robles, Pasadena.

ANOTHER GOOD BIRD BLUFFER IS REPORTED

A subscriber to the Claremont Courier writes the editor as follows: I notice the account of an Upland woman's method of saving her fruit from birds. A much simpler way, which has been 100

per cent successful in my yard, is to hang several inflated paper bags, each suspended by a foot or two of twine, from the outer ends of the branches. The breeze swings the bags, and the birds keep away. This scheme is not original with me, but I pass it on for the benefit of others. To which the editor replies: The Courier is very glad to hear of this scheme devised by a Claremont

Chaffees
"WHERE CASH BEATS CREDIT"

Post Bran Chocolates...5c bar Chewing Gum...3 1-3c pkg.

24-oz. **CHAFFEE'S** 24-oz.
10c BREAD 10c

White : Multigrain : Rye : Whole Wheat : Graham

HEINZ **Catsup** **Del Monte**
28c Lge. Size Lge. Size 22c

SAN WAN **RED** **JERSEY**
SALMON **CLAMS** **CORN**
1/2s **MINCED** **FLAKES**
20c **Warrenton** **3 pkgs.**
20c **25c**

Red Seal **LYE** **Hookers**
10c can **3 cans 25c**

For your health's
sake eat more Fresh
Vegetables

Phone Main 227

HAROLD F. ROBE
SAFEGWAY
Vegetable Market

—mainstays of the diet: Bread, Butter, Eggs, Milk

Bread

—the breads offered at the Safeway are nutritive, palatable, well baked and cleanly baked;

—reasonably priced.

Eggs

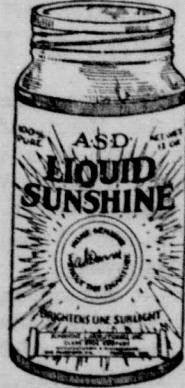
—two kinds—the fresh laid, brought promptly from the ranch, and sold for strictly fresh. The other kind, bought when plentiful; cold stored and taken out as needed—sold as cold storage eggs.

Butter

Oak Glen is made in sweet of sweet cream. Made in California's richest dairies. Oak Glen is good; ought to sell for ordinary kinds, but doesn't.

Milk

—milk and cream that's tested in butter fats; deliver your Safeway every day.



Liquid Sunshine is here
Put it on—wipe it off

Its success has been remarkable; sensational. When introduced, sales in increasing volume have resulted. Qu as a wink it removes inkstains, the tarnish or dullness from silver, the grime or grease from stoves or linoleum, dirt or dullness from light woodwork, windows or bath or the dull fenders of the automobile. Performs more than 200 household duties. —sold on a "money-back" guarantee.

—the 12 oz. size, 50c

Corn Fritters

—people seem to forget some of the good things. Corn fritters, for instance, can be made the basis of the meal, or a side dish; in either case thoroughly enjoyed.

—and no matter how many you make, you'll wish you had made more.

—recipe for the asking.

Mixed Vegetables

—all ready for you.

—for soup or stew;

—Highway brand—medium tin 12½c

Puffed Raisins

Muscat grapes, seeds taken out; its natural sugar and characteristic good taste left in.

Sunmaid! —the 15 oz. pkg. 11c

B & M Maine Cakes

—an extra value at 1c

—for Corn Fritters you should have Highland Maple Syrup, —the pure sap. 20 oz. tin 4c

Libby's Spinach

—a good health food.

—medium tin 15c

—the large tin 17c

Palm Olive Soap

—keep that school girl complexion at less cost. 3 for 1c —a special price.

SAFEGWAY STORE
CALIFORNIA'S LEADING GROCER

Wistar 12 Like Magic

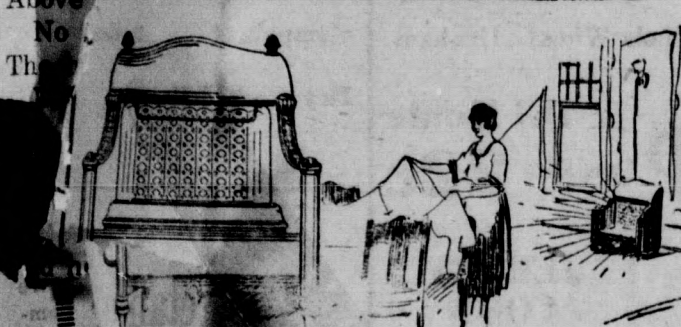
87 West Central
Two Show Every Night
is a beautiful gas fire that can
be placed anywhere—in that "cold corner"
or in the sun-room or else you need extra heat.

Public are inexpensive portable and
SIERRA MADRE models for every purpose.
Tele. healthful, radiant heat. Saves
Press Building your furnace in Fall and Spring
save you at least two tons of coal
GEORGIA winter. Quiet and absolutely
less.

See in and see a Radiant fire today. See
yourself how superior it is to any
the other heating device you have ever seen.

Southern Calif.
National

The HUMPHREY Radiantfire



SIERRA MADRE
CLAY
RDWARE CO.

Van tads - Page 7

CONOMY FOR YOUR CAR

ESTINGHOUSE
ate Storage Battery

Special at
\$16.00

aranteed for 18 Months

Central Garage

FRANK LOVELL, Proprietor
Central and Baldwin Aves.

The Southern California Air and Festival and Diamond Jubilee

Riverside
Sept. 30 to Oct. 6 Incl.

Mammoth historical pageant nightly
Exciting horse racing daily
Educational industrial exposition.
Prize agricultural exhibits
Date show. Cotton show
Indian show Poultry show
Rodeo events Carnival features
Gates Open 9 A.M. Close 11 P.M.
Fast Transportation Via
Pacific Electric
Railway
10 Fast trains daily direct to
Fair Grounds Entrance—Riverside

Church News

News of Churches

News items concerning church
services and other activities will
be published under this heading
without charge if brought to the
News office by Wednesday morn-
ing. No standing notices will be
run under this heading, as it is
desired that all church news be
fresh and timely.

Lutheran Church

City Park house, 11 a. m.
Dr. John A. M. Zeigler in charge.
Seventh Sunday after Trinity.
"The Preeminence of Jesus" is the
theme of Dr. Zeigler's sermon.
The thought of this day is that
the concerted and age-long opposi-
tion to Jesus has not diminished
his supremacy. Rightly under-
stood, Jesus holds the supreme
place of authority today. Week-
kneaded church members need to
realize this. Earnest souls are
heartened in it. The invitation is
out to any who will, to come to
the neighborly house in the park
on Sunday morning.

Bethany Temple

Elwood P. Lyon, L.L. D., min-
ister.
9:30 Sunday school, Dr. F. H.
Cram, superintendent; Roy Ed-
wards, assistant superintendent.
11 a. m., worship and sermon,
with communion. "Looking at the
Unseen and Ethereal."
6:30 p. m., Christian Endeavor
meeting, Mrs. E. L. Frederick,
leader.
7:30 p. m., song service and
evening sermon, "From Mountain
Glory to Valley Gloom."
7:30 Wednesday prayer meeting,
Bible study, testimony and prayer.
Public welcome to all services.

Community Congregational Church

Dr. Fred Staff, D. D., pastor.
Sunday school, 9:45; morning
worship, 11:00. Subject of sermon
"In Another Man's Place."
Young People's meeting 6:30.
Evening service 7:30, subject,
"What Think Ye of Christ—Was
He a Modernist?" The following
Sunday, "Was He a Pacifist?" to
be followed by other similar dis-
cussions.
Prayer meeting every Wednes-
day evening at 7:30. A cordial
welcome to all.

Christian Science

Corner Highland and Hermosa
avenues.
9:30 a. m., Sunday school.
11:00 a. m., Sunday service,
subject, Oct. 4, "Unreality."
8:00 p. m., Wednesday, testi-
mony meeting.

Local Woman on Way to India

Mrs. E. G. Eaton, head mis-
sionary of the Heart of India
Mission Band, who is a member
of the Bethany Temple Woman's
Missionary Society, sailed for In-
dia with "Sheeshu" Eaton, Wed-
nesday of this week.
The work at Bangalore, India,
has been progressing wonderfully
during the home visit of Mr. and
Mrs. Eaton for the last year.
The many friends who have
been privileged to hear Mrs. Eat-
on at Bethany Temple several
times during the last few months
will rejoice to know of her re-
turn to her greatly loved work.

First Meeting of Missionary Group Tuesday

The opening meeting of the
Woman's Missionary society of
Bethany Temple will be held on
Tuesday, Oct. 6, at Bethany Hall,
after a three months vacation
period. This is an all day meet-
ing, opening in the morning at
10:30 o'clock. Luncheon will be
served at noon. Members are
asked to bring bread and butter
sandwiches, and the remainder of
the lunch will be supplied.
The speaker is Miss Anna Mc-
Kee of Los Angeles, who has
spent many years in missionary
work in Korea. She is home on a
furlough and will speak here at 2
o'clock. A complete program has
been arranged and strangers, and
men, who can come to this meet-
ing are especially invited to be
present.

Read the Wantads on Page 7.

Church of The Ascension

(Episcopal)

The Rev. M. D. Kneeland, B. D.,
rector; the Rev. W. C. Shaw, rec-
tor emeritus.

Oct. 4, 17th Sunday after Trin-
ity.

Holy Eucharist (low) 8 a. m.

Church school, 9:30 a. m.

Holy Eucharist (High Celebra-
tion) and sermon, 11 a. m.

Altar Society Plans Holiday Bazaar

Great activity is being shown
among the women of St. Rita's
Altar society in preparation for
their annual bazaar to be held the
first Monday in December. For
the last two months sewing bees
have been held the first and third
Thursday of each month at the
homes of the members. These
sewing bees will continue until
the date of the bazaar. By that
date many beautiful articles will
have been made.

The members of the Altar soci-
ety will also hold a card party
in their auditorium on Wednesday
evening, Oct. 7. Tables will be
set for bridge and 500. Besides
the usual prizes a door prize will
be given. Refreshments will be
served. The public is invited.

Tahoe Route is New Name of S. P. Line

That world wide publicity may
be given to one of California's
loveliest playgrounds the Southern
Pacific company has changed the
name of its "American Canyon
Route" to "Lake Tahoe Route."
The change becomes effective at
once, it was announced by F. S.
McGinnis, passenger traffic man-
ager. More than 18,000 railroad
agents and travel bureaus in this
country, Canada and Europe have
been notified of the new name
and with each notice something
has been told of Tahoe, its beauti-
ful lake, its surrounding forests
and mountains and the other at-
tractions of one of the world's
few all-year pleasure resorts.

The name was adopted by the
railroad following the decision
to change to standard gauge the
narrow gauge Lake Tahoe rail-
road running from Truckee to the
shores of the lake. When this has
been done through tourists desir-
ing to visit at the lake will be
able to do so without changing
sleepers. The track to the lake
will be open to transcontinental
traffic early next spring.

READ THE NEWS WANTADS



Because
it's dependable

—one important reason for
your choice of

SOUTHERN
PACIFIC
LINES

Your travel responsibility
ceases when you board the
train.

Comfortable trains leave at
convenient hours. You arrive
at your destination rested and
refreshed—and on time.

Service most everywhere on
the Pacific Coast, plus four
popular transcontinental
routes to the east.

Economical, too—reduced
roundtrip fares make travel
surprisingly inexpensive.

For complete information,
communicate with,

Southern
Pacific
Lines

Sidewalk Is Best Place Says Chief

The safest place for a child is
on the sidewalk even in Sierra
Madre, according to A. M. Udell,
city marshal. Thursday morn-
ing what might have been a ser-
ious accident was reported to Mr.
Udell's office, and all the wit-
nesses reported that the motorist
who hit the child could not have
done otherwise.

Two boys in a cut-down Ford
were driving along East Central
when they were met by another
car near a group of school chil-
dren. The other driver, who was
a man, sounded his horn and a
small boy who was standing in
front of the car jumped to one
side and directly in front of the
car driven by the boys. He was
struck by the Ford and caught by
the axle. He was dragged sev-
eral feet before the car could be
stopped, but when taken loose
from the car did not appear to be
seriously injured. The accident
was reported at once to Mr. Udell
by the boys who were in the car,
and other witnesses substantiated
their story.

Parents should instruct their
children, Mr. Udell says, to keep
to the sidewalks and cross streets
only at regular crossings. Chil-
dren often become confused in
traffic and do things which make
it impossible for motorists to
avoid hitting them.

The Wheeling & Hill hardware
store has taken the agency for
the Welsbach heaters. The Wels-
bach heater is one of the best ad-
vertised stoves on the market.

CLEANING and PRESSING and Alterations



Make your old
garments new
by altering
them to con-
form to pres-
ent day styles.
A change in
the seam may
make an up-to
date suit out
of one you
have discard-
ed.

Work Called
for and
Delivered

W. E. CRAIG
TONY DELVECCI
SIERRA MADRE TAILORS
Tel. Blue 194 14 W. Central

FILIAL DEVOTION

The picknickers were obliged to
cross a railroad track in reaching
the place where they were to
have lunch and little Bobby, go-
ing ahead, saw a train approach-
ing.

Eagerly he shouted to his father
who was still on the track, "Hur-

ry, Daddy, or else give me the
lunch."—Progressive Grocer.

SHE DIDN'T MEAN THAT
"Got any sody pop?" asked the
flapper.

"Certainly I got sody," said the
man at the counter, somewhat
grumpily, "but don't call me pop!"
—Louisville Courier-Journal.

Edison Partners appropriate

\$43,000,000

For California's Progress

Having completed the famous Florence Lake
tunnel, the Edison Company has started work on
another tunnel—to connect Huntington and Shaver
Lakes.

This project, including additions of 180,000
horsepower to the present generating system, will
cost \$26,000,000.

To deliver this power to Southern California, a
third transmission line is being built. This with its
substations and other accessories will cost \$11,000,000.

To maintain a proper balance between water
power and steam reserve, a further addition of 80,000
horsepower to Long Beach steam plant has just been
started. This will cost \$6,000,000.

THESE THREE MOMENTOUS UNDERTAKINGS
REPRESENT THE PRESENT ACTIVITIES OF THE
80,000 EDISON PARTNERS.

Edison 6% Cumulative Preferred Stock

(Authorized by the Railroad Commission of California)

PRICE: \$97.00 per share, cash,

\$98.00 at \$5 per share per month

YIELD: Approximately 6.19%

OVER 80,000 STOCKHOLDERS

Southern Calif. Edison Co.

Sierra Madre Office

Phone Blue 42

7 Kersting Court